

LISTING OF THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (currently amended) A method for automated reporting to a data collection system in a communications network, of a log of viewing history and habits of a plurality of viewers in a plurality of households selected for presenting target content, ~~to a data collection system in a communications network~~, the method comprising the steps of:

collecting in the log information about which viewer in a household of viewers was watching content without requiring active input from the viewer;

recording in the log events of the viewer making a selection of the content and the viewer viewing the content; and

reporting contents of the log to a reporting facility, wherein the reporting facility and the time of reporting are determined by received reporting triggers.

Claims 2-6 (canceled).

7. (previously presented) The method of claim 1, wherein content providers use the contents of the log to target new content and receiver parameters matching the new content to the viewer.

8. (previously presented) The method of claim 7, further comprising the step of maintaining viewer confidentiality while using the content of the log to target the new content to the viewer and to determine when a content viewing opportunity arises.

9. (currently amended) The method of claim 1, wherein the collecting ~~accumulating~~ step further comprises the steps of:

accepting a viewer input to the receiver from one of: a receiver's remote control, a receiver's keyboard, a receiver's front-panel switches;

recording the log on the receiver; and

analyzing the viewer input at a head-end to determine which viewer in the household was watching the content.

10. (previously presented) The method of claim 9, wherein the viewer input includes a combination of keystrokes, a content selection, timing, and a selection of a viewer profile on the receiver.

11. (previously presented) The method of claim 10, wherein the viewer input further includes control input for triggering of functional opportunities.

12. (previously presented) The method of claim 11, wherein the viewer input is analyzed to determine viewer's viewing habits according to a frequency of the viewer input, selection of the viewer input, and the content selected as a result of the viewer input.

13. (previously presented) The method of claim 1, wherein a level of detail of the log is selected from one of: selections made by the viewer, permissions transmitted to the receiver by an operator, agreements between the operator and the viewer, wherein the agreements can include payments to the viewer, and discounts and other benefits for the viewer.

14. (currently amended) The method of claim 1, wherein the collecting ~~accumulating~~ and recording ~~storing~~ of the log ~~is~~ are performed within the facilities of a conditional access system (CAS) used for impulse pay-per-view purchase recording.

15. (currently amended) The method of claim 1, wherein the storage space used by the log is managed and the log can be deleted in accordance with one of: temporal factors, completion of analyzing, or completion of reporting.

16. (previously presented) The method of claim 14, wherein the log and the pay-per-view purchase are reported together by the CAS.

17. (currently amended) The method of claim 16, wherein the reporting and the pay-per-view purchase is-are performed simultaneously in a broadcast network and an interactive network between a plurality of viewers and a head-end.

18. (previously presented) The method of claim 1, wherein the receiver includes conditional access features for securely transmitting the log.

19. (previously presented) The method of claim 1, wherein the reporting is performed in real-time or deferred, and wherein the deferred reporting aggregates a plurality of logs and reports all aggregated logs.

20. (previously presented) The method of claim 1, wherein recording of the log is performed in response to external real-time triggers from a matching engine and a delivery engine, the external triggers being selected from one of: pre-selection of content, time of content presentation, and a demographic characteristic of the viewer and internal triggers selected from one of: time of day alarms and one of a plurality of interactions of the receiver.

21. (currently amended) The method of claim 20, wherein the triggers include an address and a phone number to which the ~~logs~~ log is to be sent.

22. (previously presented) The method of claim 21, wherein the triggers are selected from one of: demographic based and/or statistically based.

23. (previously presented) The method of claim 22, wherein geographical triggers are created to include only receivers in a particular postal code area to signal reporting of logs only from the receivers in that postal code area, the geographical triggers are broadcasts over a wide geographical area, and the logs are reported only from a particular postal code area.

24. (previously presented) The method of claim 23, further comprising a step of load balancing, wherein the receivers from different postal codes areas are reporting to different local servers and the different local servers forward the logs to a bank of central servers at a control center.

25. (previously presented) The method of claim 1, wherein the communications network includes a broadcast network and a plurality of interactive networks.